

## Kickapoo Culinary Center Business Synopsis

Date: _____ Business Name: _____	
Contact Person: _____	email Address: _____
Business Address: _____	
Mailing Address (if different) _____	
Phone: Business _____	Mobile _____ Home _____

A business plan will be required within six months of admission to the incubator. The following business synopsis will be a brief starting point for the development of a complete business plan.

### *Simple Business Plan Outline*

1. **Summary of your company's goals and objectives.**
2. **Description of your company:** Legal establishment, history, start-up plans.
3. **Product or Service:** Describe what you're selling.
4. **Market Analysis:** Identify the market segment you plan to sell your product to. Identify your competitors. Identify your resources and what you will have to do to reach your customers.
5. **Resources needed to reach your goals.** Be specific about how much money you will need, who will do what functions in the business, and what equipment, training, etc., you will need.
6. **Marketing Plan.** How do you plan to market your product(s)? What support materials will you need?
7. **Web & Social Media Plan.** For e-commerce, include discussion of website development costs, operations, sales and promotional strategies.
8. **Management and Production Team.** Describe the organization and the key management team members. Who will do what?
9. **Financial Analysis.** Make sure to include, at the very least, your projected Profit & Loss and Cash Flow tables.